1	SOUTH CAROLINA PUBLIC SERVICE COMMISSION				
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3	STANDI	NG HEARING OFFICER D	IRECTIVE		
4					
5	DOCKET NO. 20	18-223-T ORDER NO	. 2018-134-Н		
6	TELEPHONIC				
7	DEPOSITION OF:	SHERRY S. WEATHERLY			
8	DATE:	October 4, 2018			
9	TIME:	10:34 AM			
10					
11	LOCATION:	1501 Main Street, 5th Floor			
12		Columbia, SC			
13	TAKEN BY: Counsel for the Vehicle Carrier				
14	REPORTED BY:				
15					
16	A. WILLIA	M ROBERTS, JR., & AS	SOCIATES		
17	Fast, Accurate & Friendly				
18		Hilton Head, SC	Columbia, SC		
19	(843) 722-8414	,	(803) 731-5224		
20		Myrtle Beach, SC (843) 839-3376	Charlotte, NC (704) 573-3919		
21					
22					
23					
24					
25					



1	APPEARANCES OF COUNSEL:	2
2	ATTORNEYS FOR THE VEHICLE CARRIER JIMMY'S MOVING SERVICE:	
3	ADAMS & REESE	
4	BY: JOHN J. PRINGLE, Jr. 1501 Main Street, 5th Floor	
5	Columbia, SC 29201 (803) 254-4190	
6	john.pringle@arlaw.com	
7		
8	ALSO PRESENT:	
9	Jenny Pittman, Office of Regulatory Staff (by phone)	
10		
11	(INDEX AT REAR OF TRANSCRIPT)	
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1	MR. PRINGLE: We are here in the
2	well, in Docket Number 2018-223-T, the application
3	of Ecolatino Multiservices, d/b/a Jimmy's Moving
4	Service for a Class E certificate of public
5	convenience and necessity for operation of a motor
6	vehicle carrier. And this is going to be the
7	shipper witness deposition of Sherry S. Weatherly
8	that has been authorized by Order Number
9	2018-134-Н.
10	I'm Jack Pringle, I'm the attorney for
11	the applicant. Jenny, if you want to just
12	introduce yourself real quick.
13	MS. PITTMAN: I'm Jenny Pittman,
14	attorney for the South Carolina Office of
15	Regulatory Staff.
16	SHERRY S. WEATHERLY
17	being first duly sworn, testified as follows:
18	EXAMINATION
19	BY MR. PRINGLE:
20	Q. Ms. Weatherly, if you could, and I know
21	you sort of can you just state your full name
22	and your business address for the record.
23	A. Sure. Sherry S. Weatherly. I work for
24	Coastal Luxe, LLC, 6613 North Kings Highway, Myrtle
25	Beach, South Carolina, 29572.

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- Q. Okay. What's your position with Coastal Luxe?
  - A. I am the general manager here.
- Q. Okay. Tell us a little bit about what Coastal Luxe does.
- A. Coastal Luxe is an interior design furniture, fabric store. We have our workroom here, so we fabricate our products. We meet new clients that come in off of the streets or that are moving to the area through friends and connections throughout the community. And we do plans or make order things for their homes, accessorize, drapery, bedding. We're just a full-service design company.
- Q. Okay. And you made reference to this, but who are your target clients, are they by in large residential customers or you do commercial as well, tell me a little about that.
- A. Yes, we do, we do commercial, that is not our -- that's not our biggest amount of people that come in, but we do have a lot -- of course, Myrtle Beach being the condo city of the world, we do have a lot of commercial clients in that aspect or like commercial design, there are a few, but most of ours is limited, residential and condo,

1 second home type people. 2 Sure. And I guess by being in Myrtle Ο. 3 Beach, you're located in Horry County? Α. Yes. 4 And so certainly a number of your -- a 5 Ο. number of your clients and the people you work with 6 7 are Horry County. Do you end up working with customers that are in other counties as well? 8 9 Oh, yes, a lot in Charleston. Some in 10 Columbia, Columbia, South Carolina area. All the 11 way up to Greenville, up that way. 12 Q. And that would also include some 13 Georgetown County? 14 Α. Yes, as well. 15 Ο. Okay. So you mentioned Charleston. 16 And have you -- do you have any clients in Beaufort

- A. We do not right at the moment, but we have some things coming up that we are speaking with now and getting some information ready for those people.
- Q. Sure. How long has Coastal Luxe been around?
- A. Coastal Luxe is virtually a pretty new company, they have been in business since 2014, I

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- Q. And what -- have you been with Coastal Luxe since they opened up in 2014?
- A. I started here in 2015. And I have been a designer for 25 years and been in the retail furniture and design business for that long.
- Q. And has that been largely in the Myrtle Beach area?
  - A. Yes, it has.
- Q. And you've already mentioned this a little bit, how many people does Coastal Luxe employ?
- A. We have seven full-time people and two part-time people.
- Q. Okay. Do you anticipate -- are you hoping to expand?
- A. Oh, yes, and we may even expand -- we are talking about expanding to maybe Charleston or even on down to, not that this would make any difference, but maybe Savannah. But during the time that I've been here we have grown from just three part-time people and one full-time to that number now. So we're not actively, but we have got so many things coming up this next year, within the next year that we just did hire someone about two

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weeks ago. So right now we're pretty good, but,
you know, I look for it to explode, which it has
been doing here.

- Q. Okay. And what's fueling that growth or your growth of your business?
- A. I think it's just retirees moving here, the economy. I think mostly it is a lot of retirement because there are now so many retirement communities here that have popped up and it's just the, you know, cost of living and it's more affordable here. And then, of course, you know, everybody now is back since the -- kind of the fall back in the 2008, '9 and '10, that everybody has pumped back up and now they're starting to buy second homes again and properties for rental and just for their own purposes of use.
- Q. Sure. And you mentioned a number of retirement communities, are you seeing those continue to be built in the Myrtle Beach area?
- A. Oh, my gosh, yes. I mean, it has been -- I mean, there are several huge developers nationwide that have come here and are building here that are well-known throughout the United States for retirement communities.
  - Q. Sure. And you see that continuing?

- Q. Sure. And just curious since you've been in Myrtle Beach for a while, and I certainly know a little bit about it from having spent time there with, you know, on youth group retreats and various type of prayer meetings that take place there on weekends down there and such, but where is the growth taking place now in Horry and Georgetown Counties, I mean, is it moving off of the Strand, sort of into the mainland or just generally what does that look like?
- A. Well, from my point of view there are a lot of communities that are still on or being developed on the Intracoastal Waterway, so that's still on the beach side. And then some of them -- I mean, it's usually just where the land is that they can get as close to the water because that's the draw here is the Intracoastal Waterway or the ocean or the beach.

But a lot of them are popping up on the Intracoastal Waterway and then there are some across the waterway like Carolina Forest and on down that way it's just going crazy there, as well

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- as north in Little River, there are so many communities and developments that have popped up through there too. Now, not so many retirement homes, but just subdivisions on the waterway.
- Q. Okay. And so you mentioned, you know, retirees and second homes and other developments, to your knowledge where are people moving from to those areas?
- A. A lot of people are moving here, I mean, the Baby Boomers are moving here from the inland areas like Columbia and even over as far as Augusta moving in here that way, of that part of the state, Aiken, in just that area. And then some of them are moving even on down to Charleston, which they do know us and so we do have work for them even though they're moving to Charleston.
- Q. Are people moving to that area from Columbia and Greenville and Spartanburg?
- A. Yes, we do have customers, quite a few here in the last six months, that have come in and indicated that that's where they're moving from, they're retiring.
- Q. Sure. What about, you know, I'm just sort of hitting the areas in the state, what about sort of the Rock Hill area, do you hear about that?

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A. Yes, we do actually. Some of the	10
people are coming in from that area as well. And	
then I have had people that are moving that would	
be like towards the Greenville area since it's	
going not retirees, but younger people that have	
employment opportunities up that way.	
(The proceedings were interrupted.)	

MR. PRINGLE: Sure. Okay. Well, we lost Jenny, hold on.

(Off-the-record conference.)

## BY MR. PRINGLE:

Q. So just tell me, you mentioned that you were thinking about expanding based upon the kind of things that were causing you to expand and just very briefly, again, and I think we already have this on the record --

MR. PRINGLE: But just for your benefit, Jenny.

## 19 BY MR. PRINGLE:

- Q. -- the things that are causing you to want you to expand your business?
- A. Well, because of the people that are coming in and the need for our type of business in the Charleston area and even on down to Savannah, our people come in and tell us that we are very

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- unique and the only type of business that's around like this that offers what we offer. And even the reps come in and say, you know, y'all got a great business up here, you should consider, you know, thinking about it, the market is wide open. And I think our owners have done a little bit of research about that and it is on probably the agenda to seek more and to target more about after the first of the year.
- Q. Sure. And you also mentioned that part of what's fueling your growth is that there are retirees and other people who are moving to the areas that you described, Horry County, Georgetown County --
  - A. Right.
- Q. -- and they're moving from places like Columbia and Augusta and Aiken, you mentioned that, right?
  - A. Yes.
- Q. And also from the Greenville/Spartanburg area, correct?
- A. Correct. And we have some people that are moving up that way, the younger people with children that, you know, have greater job opportunities maybe up there as well.

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- And you also mentioned -- you Sure. talked briefly about some of the areas where subdivisions are being built for retirees and others long the Intracoastal Waterway, Carolina Forest up in North Myrtle Beach and Little River?
- Yes, so many communities and little Α. developments that are popping up there, it's just amazing when you drive from one end to the other, just about every week or two weeks there's something new popping up. And it was said that we were one of the highest sought after counties and being the state of South Carolina in the nation as well with all the retirees moving down here.
  - Ο. Sure.
  - And affordability of living.
- Ο. Oh, that's right, those two things. Yeah, I remember seeing something, it was before the recession, that said that the residential development in Myrtle Beach was second only to Las Vegas in the United States, so --
  - Yeah, I believe that. Α.
- Okay. Well then, let's then shift to Ο. do you encounter household goods movers in doing the business that you do?
  - However we -- I mean, we have We do. Α.

our own -- someone who delivers our furniture, but when we have people that are moving or moving in here from the area, of course, they want us to recommend people. And I can only know of one and we are very, very conscious-minded about who we recommend because those are our potential customers and they are our customers and we want to give them the best service in our recommendation as possible. So with that being said, I only know of one in the area that I would recommend and that is licensed to do that intrastate moving.

- Q. Okay. And then based upon what you've already told me, the things you've told me about the people moving, moving within South Carolina and the developments that are going up and the retirement communities and the standard of living and the attractiveness of South Carolina, do you have an idea or an opinion about whether there's a demand, a current demand for household goods movers within the state of South Carolina?
- A. Oh, yes, I mean, that's why I'm saying there's not -- it's not something that I know of that there are a lot of people that are doing that. I mean, you get furniture movers or freight companies that come into the state delivering

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stuff, but very few people or very few movers in the state that I know of, and especially around here, that I could recommend to go and move someone with 100 percent confidence that they're going to do a good job.

- Q. Sure. And so based upon that -- based upon what you've seen and your knowledge, could the market handle another mover doing that in the state of South Carolina?
- A. Definitely. Definitely. And it will require -- I mean, and it's exploding, so I mean it -- I mean, we're kind of behind in that, I think.
- Q. Okay. What do you know, you know, you've heard me mention the applicant's name, what do you know about Jimmy's Moving Service, are you familiar with the company at all or any of its owners?
- A. Yes, I am with the company and its owners as well.
  - Q. Okay.
- A. I have been -- he is a reputable person. The company is reputable. He -- I mean, I can't say enough good things about him. I would trust him with anything I had in my possession.

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Q. Okay. Should the company get the
certification it's seeking from the commission, you
know, this statewide intrastate moves, would you be
in the position to or would your company be in the
position to refer moves to him and to work with
him?
A. Oh, yes, absolutely.
MR. PRINGLE: Okay. I think that's
about all the questions that I had about this. Is
there anything else that you want to add?
THE WITNESS: No, I just know the
company that you're requesting the information
about is, like I said, 100 percent upfront,
topnotch people, and they would be a great asset to
the community and to the state of South Carolina,
if they were to receive their certificate.
MR. PRINGLE: Okay. That's all the
questions I have. Please answer any questions that
Ms. Pittman may have for you.
THE WITNESS: Sure.

I think you've covered MS. PITTMAN: everything that I wanted to hear, so I'm all set.

I think that'll sort of MR. PRINGLE: bring us to an end here. I really appreciate your time on this and, you know, you've taken time out

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1	from your busy day and all these clients that
2	you're trying to get interiorly decorated, that's
3	not really a term, I guess. But the applicants
4	certainly appreciate it and we'll keep moving
5	forward on this. And I hope that your business
6	continues to thrive and expand and that, you know,
7	all of that continues to do really well for you.
8	But again
9	THE WITNESS: Thank you.
LO	MR. PRINGLE: I appreciate your
L1	time. And I think at this point we'll close the
L2	deposition.
L3	(The deposition was concluded at 10:55 AM.)
L4	(The witness, after having been advised
L5	of her right to read and sign this transcript,
L6	waives that right.)
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## CERTIFICATE OF REPORTER

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record.

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I, Amy R. Cope, Court Reporter and

Notary Public for the State of South Carolina at

Large, do hereby certify that the foregoing

transcript is a true, accurate, and complete

I further certify that I am neither related to nor counsel for any party to the cause pending or interested in the events thereof.

Witness my hand, I have hereunto affixed my official seal this 8th day of October, 2018 at Columbia, Richland County, South Carolina.

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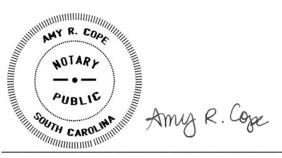
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Amy R. Cope, Court Reporter My Commission expires June 14, 2028

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